

How people find their way in 2035

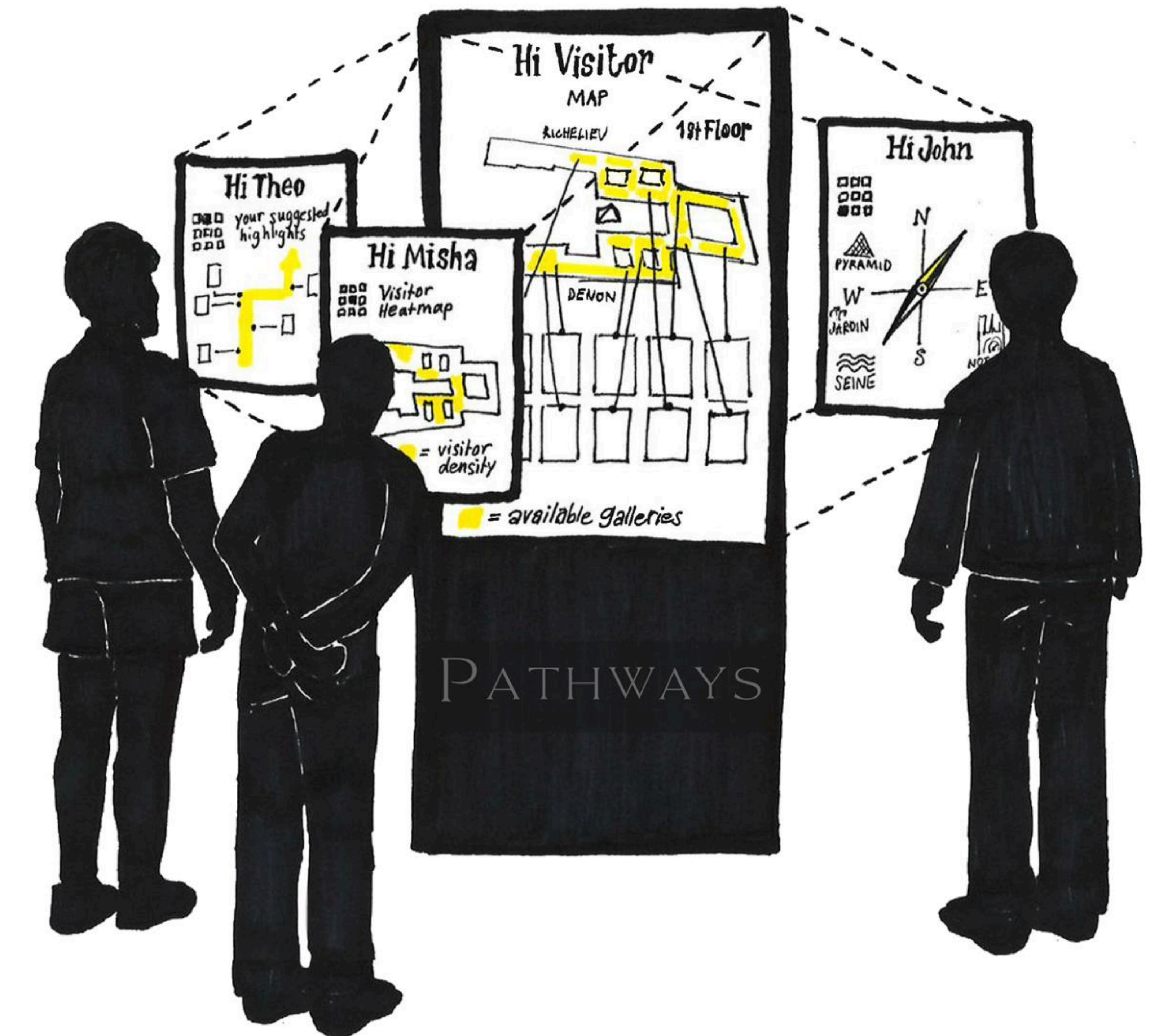
FRAMEWORK "9 WAYFINDING TYPOLOGIES"

A future framework outlining nine typologies of how people may orient and navigate in 2035. It shows how spatial guidance supports sense-making and fosters authenticity of place, in a world where the way is increasingly found for us. Rather than prescribing one path, the typologies invite people to choose their own way of finding.

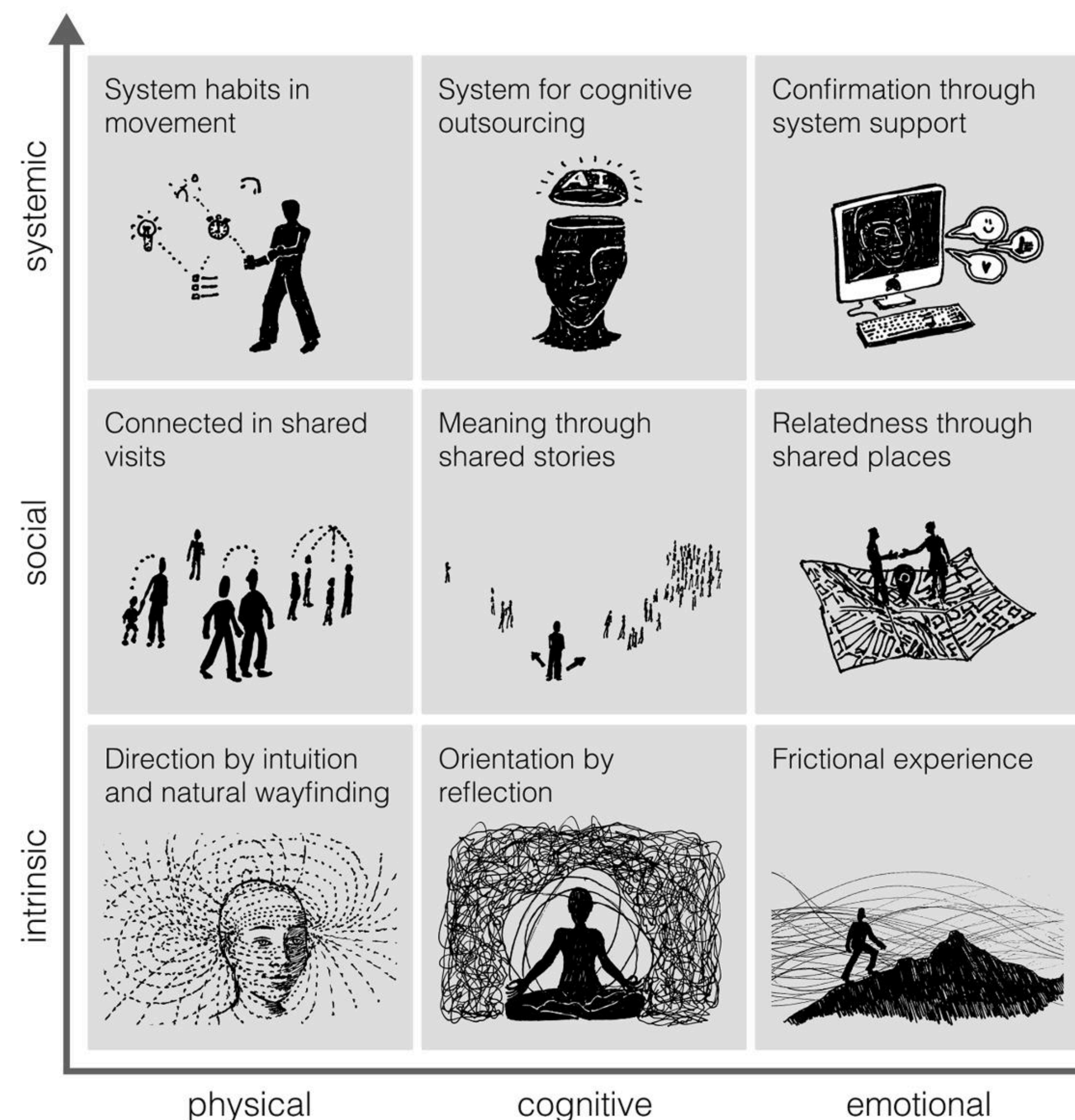
Exploring the intersection between authenticity and sense making in the future of wayfinding

CONCEPT "PATHWAYS"

Pathways reimagines navigation for the Louvre of 2035. Visitors choose how they want to find their way. Supported by emerging technologies with parallel experiences, Pathways balances clarity with discovery, turning movement into a personal journey within a collective space.



Sense-making of space



NEEDS & VALUES

AGENCY

Visitors need the freedom to choose how they navigate.

INCLUSIVITY

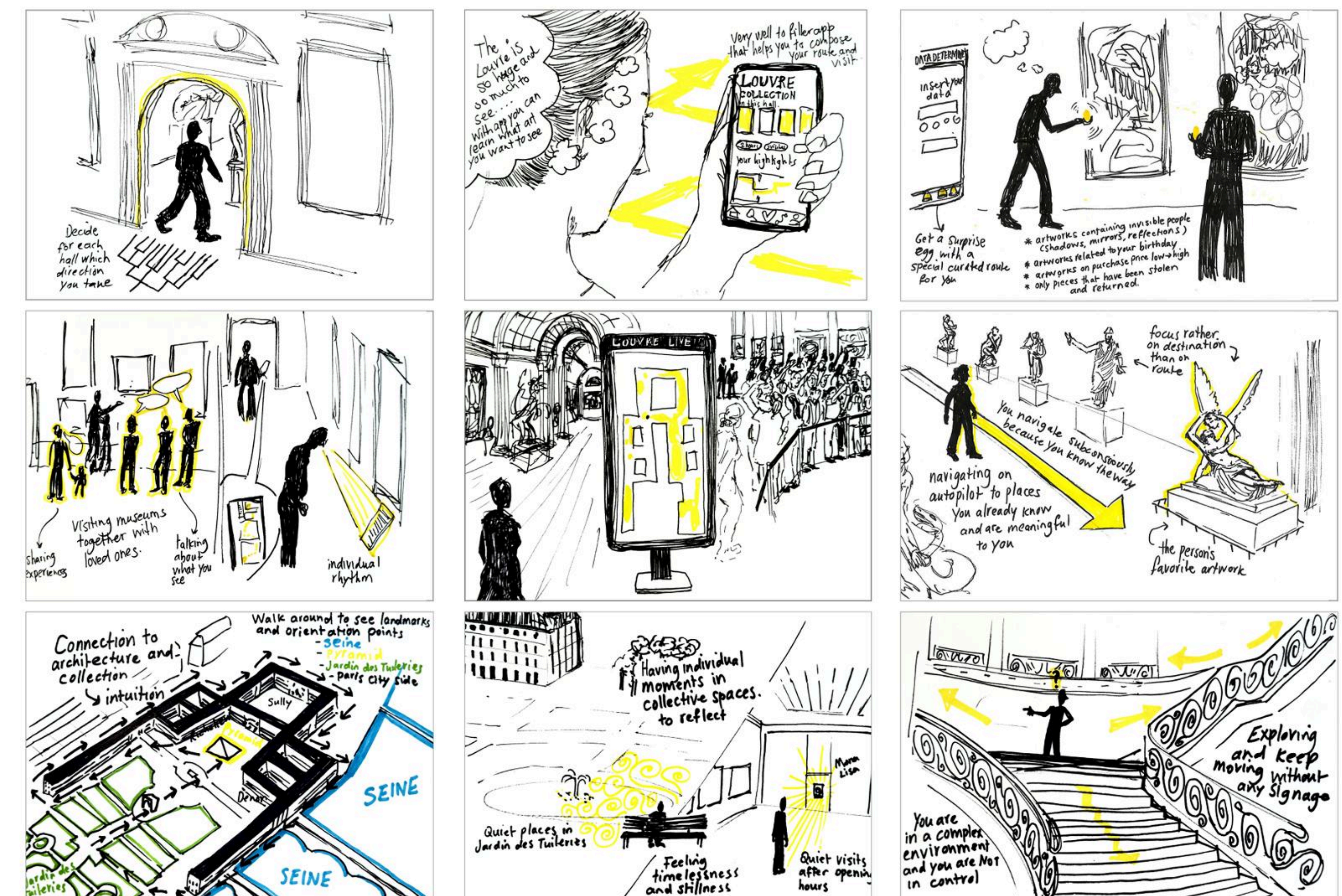
Different visitors require guidance tailored to diverse rhythms, abilities, and preferences.

SERENDIPITY

Not every route should be optimized; users value moments of wandering, friction, and unexpected discovery.

BALANCE

Visitors want guidance that helps them orient, but without overshadowing the artworks.



Authenticity in place

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Future of wayfinding
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